

Published in the Interest of the Sales Department of the Gerlach-Barklow Company

# WEEKLY REVIEW

Vol. 2

Joliet, Ill., Thursday, Dec. 31, 1908

No. 2

Form 2

## THE WESTERN UNION TELEGRAPH COMPANY

INCORPORATED

24,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD.

ROBERT C. CLOWRY, President and General Manager.

Receivers No.

Time Filled

Check



**SEND** the following message subject to terms  
on back hereof, which are hereby agreed to. } Canton, Ohio, Dec. 28 1909

To The Gerlach-Barklow Co.,

Joliet, Ill.

Over twelve hundred today. Competition routed. It's  
great to be crazy.

K. H. GERLACH

 READ THE NOTICE AND AGREEMENT ON BACK. 



# IT'S GREAT TO BE CRAZY

The telegram on previous page explains itself. It is the first real news we received from the field and it came Tuesday morning before we had gotten our mail open. A few minutes later we found several reports from salesmen working in nearby territory, and all the reports looked good. Now, we had no intention of discussing the actual business of the week in this week's Review. As a matter of fact, you older salesmen understand that the results of this week are really not due for the Review until week after next, as final reports for the entire week are not received until the latter part of next week, but we want you to have all the information we can give you in regard to the start-off and we are going to give you this information at the earliest possible moment. We made a tremendous record our first year, and with the splendid line you are carrying we look forward to a decided increase in the business for 1909. At the same time, one never knows just what is coming until it comes, therefore, it was extremely gratifying for us here at the factory, and also extremely inspiring, to receive Mr. Gerlach's telegram.

A few words of explanation are due in this connection. Mr. Gerlach left for his field on Sunday, so that he was ready for business Monday morning. For a number of years he has visited this field later in the season. He always got a good business out of the territory, but there were a few concerns that had always placed either all or the greater part of their orders before he got around. This time he thought he would try an experiment and see if he could not get some of the business that has heretofore been going to his competitors. It was an experiment pure and simple and he was not at all sure how it was going to come out. There were great possibilities if he succeeded in landing the business, and there were great disappointments if he didn't.

Wednesday morning we received his first report. His first order was from a Bank, a concern that has been placing their order early before he got around. This time he was ahead of the other fellows and an order amounting to nearly \$700.00 was the result. Oddly enough, or perhaps we should say, naturally enough, since the subject was not sold there last year, the order calls for 3,000 of "Alice" in the 15x20 de luxe. Mr. Gerlach had time to pick up another small order in that town, and then jumped to another town where he had been getting a consolation order from a Bank, due to his usually late arrival. This time he got all of it, the order calling for 3,000—15x20 mounts, and the subject is "Virginia." A funny thing about this day's work is selling two subjects that had previously been shown. "Virginia," of course, had not been shown in the larger size. This order amounts to nearly \$500.00, making his day's business over \$1200.00, with three orders.

Mr. Gerlach has watched the progress of the line since we began buying pictures for it. As you know, "Familiarity breeds contempt," and he was really not as greatly impressed with the new line as its merits warranted, at least, he was not until he got it all together and went over it all by himself. Then he admitted that he was crazy about it and was crazy to get into the field. That explains his expression in his telegram that "It's great to be crazy."

Just as we are closing this article we received Mr. Gerlach's report for Tuesday, with three orders, amounting to nearly \$400.00, giving him \$1600.00 for his first two days' work.

While Mr. Gerlach's reports are the most spectacular we have received up to this time, there are others which look mighty encouraging. For instance, there is Mr. Lindsley, who was not feeling at all well last year when he started out, but managed to secure \$135.00



worth of business during his first week. He is in better health this time, in fact, he got into the game the latter part of last week, when he took several orders amounting to over \$100.00 for 1909 calendars for immediate delivery. His Monday's business amounted to as much as his first week's business last year, and he followed it up on Tuesday with enough to make his two days amount to over \$400.00. A. E. Gerlach sent in three orders for Monday, amounting to over \$300.00. Mr. Beelman sent in two orders, amounting to nearly \$150.00. Mr. Ungerer's Monday business amounted to over \$400.00. Mr. McBride reports over \$100.00 worth of business for Monday. Mr. Woodman reports nearly \$300.00 for Monday.

Understand, these are only a few of the men whose reports have been received. Unfortunately, there are a few more who sent in blank reports for the day, and a number who failed to get into the field because they didn't get all their samples or for some other reason. The

fact of the matter is that every man who had samples to start with had enough to do business on.

The new De Luxe calendars have made a hit. Nearly all the salesmen who have been sending in business have included some of the De Luxe. Just bear this in mind, you who have not thought it advisable to show DeLuxe calendars. They are certainly the swellest things that have ever been gotten up in the way of an art calendar, and you should push them to the limit. At least give your people an opportunity to buy them if they want them.

The start we made proves conclusively that the Gerlach-Barklow force, with the G.-B. line, will route competition and will reap a big harvest. To do this, however, means that every man must be at his post every minute of the day.

Remember to send in your report by wire Saturday night, giving number of orders and total amount for the week. Send by night message.

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## WE DELIVER THE GOODS

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The writer has been connected with the calendar business more or less intimately for a good many years. It has been his providence during that time to handle the "boquets," and, to a certain extent, the kicks from customers, but I am frank to say, and I say it with all sincerity and honesty, that never in my experience have I seen so many compliments and so few complaints from customers as have been received by the Gerlach-Barklow Co. during the last thirty to sixty days. I don't mean to say that we received no complaints. We have. You must remember that we had to train our entire finishing force and mistakes were sure to happen, but the mistakes have been few, comparatively, and of trifling importance. On the other hand, we have received warm praise from the customers, and now that the calendars are being distributed to the public, we are

learning just what the calendar buyers think of the G.-B. line, and the knowledge is mighty satisfactory.

We are still a new Company and the salesmen should find the "boquets" we have received exceedingly valuable to them, as by their use you will find it possible to convince your prospective customer that we actually "deliver the goods," in fact, the almost universal opinion has been that our finished goods far surpass our samples. We are going to briefly refer to a few of the letters we have received.

Here is an answer Mr. T. R. Gerlach received from one of his customers, an Illinois banker, to his letter advising that he would call early in 1909 with a new line of calendars. This bank places an order amounting to over \$500.00, and we want to especially call your attention to the stress they lay on the importance



of the salesman's assistance in selecting their calendars. When a customer has as much confidence in a salesman as these people have in Mr. Gerlach, it will be pretty hard for a competitor to pry them loose. We also want to call your attention to the fact that their competitors bought of one of our competitors and our customer is well satisfied with the result. Here is the letter:—

"We have received your letter of the 26th, and in reply would state that it will give us great pleasure to place our order with you for 1910 calendars. We recently distributed the calendars which we purchased of you for 1909, and they were certainly appreciated. Although our competitors purchased calendars of the Company you formerly represented, they were not in it with our line.

We are of the opinion that in the selection of a line of calendars, that the advice and assistance of the salesman to the customer, is as essential as it is to carry a good line. We believe that much of our success in the calendar line is due to the advice which you have given us. I am glad to know that you have had a successful year and trust the future holds greater success in store for you.

With kind regards, I am,

Very truly,"

Here is another letter from one of Mr. Gerlach's good customers, a big lumber dealer.—

"I am in receipt of your letter of December 26th referring to your 1910 line of calendars. Replying to same, would say that we expect to wait until you have had an opportunity to show us your calendars before making any purchases.

We are very much pleased with the calendar you furnished us for 1909, and shall be glad to look over your 1910 line whenever you find it convenient to come to Rockford."

Here is a line from an Oakland, Cal., customer, who bought "Memories."

"Calendars arrived O. K. and are excellently put up."

Here is a letter from a lumber dealer in

North Dakota, who bought one thousand of the 9x16 mounts.

"Enclosed please find our check No. 7540 for \$111.10 in payment of bill for calendars, which opened up fine and dandy and with which we are very much pleased."

A real estate dealer from Minnesota, in remitting for his calendars, about \$400.00, says:—

"Calendars satisfactory. Give us a chance at your line next time."

He bought "Sunset in Mid-Ocean" in the large hanger, and a few small mounts.

An Oakland, Cal., tailor writes:—

"Your calendars received O. K. and we are very much pleased with them. Kindly send bill and we will remit you check."

He bought "Ready for a Plunge."

An Oregon miller in a small town sent in his check for \$42.15 and added:—"The calendars are fine." He bought "Perils of the Chase."

A Salt Lake City real estate firm bought a quantity of plain business calendars liberally illustrated with cuts furnished by themselves. In sending in their check for \$116.22, they say:—

"Calendars came to hand in nice condition and we are very much pleased with them in every particular. We can compliment your department in getting out the cuts, as everyone pronounces them to be very fine.

Trusting that we can do business with you other years, we are,

Yours very truly,"

"His Last Farewell" has been unquestionably the most popular calendar subject ever put out if we may judge by the expressions from customers and the public at large. We are only just beginning to realize how popular the picture really is. A San Francisco metal dealer placed an order late in the season amounting to over \$300.00, using this subject for their San Francisco branch. They had scarcely received their first order until they placed another



order by wire for one of their branch houses, using a thousand for this place also, their entire order amounting to nearly \$600.00. They wrote several very complimentary letters and this is a paragraph from one of them:

"The calendars are extremely popular, and the opinion here is that it is the best thing sent out in San Francisco this year."

We may add that another concern thinks their calendar, "The Call," was the best thing put out in San Francisco. This is what they say:—

"In sending you draft to cover order of calendars, I desire to state to you that having selected high-class calendars for several years with much care, none have given the satisfaction of your superb production, "The Call."

Congratulating you, and with thanks for prompt delivery, we are,  
Yours very truly,"

A steam laundry in South Dakota writes:—

"The goods were satisfactory in every way and I was well pleased with them and the subjects."

A laundry at Portland, Oregon, in remitting \$267.70 in payment for their calendars; "In the Foyer," say:—

"We have not opened but one box of the calendars and took out one bunch, but find them in good condition and are very much pleased with them. If they are all in as good shape, we will be well satisfied."

Late in the season some of our customers got impatient about the delivery of their calendars. We had comparatively few complaints on this score considering the rush we were in at that time, and practically all goods were shipped out before Christmas. Here is a letter we received from a customer who was exceedingly impatient a few days before. The letter is dated December 23rd and is from a firm of Chicago grain merchants. The subject they bought was "Christmas Morning" in the largest size mount:—

"We received the calendars yesterday in apple-pie order, and to say we were pleased with the workmanship doesn't half express it. You have our sincere thanks for doing so nice a job, and at this time we have only a baker's dozen left of the entire lot and we are quite likely to have a sharp call for more, in which case could you supply an additional 50 or 100 before the first of the year?"

## A Complaint and A Compliment

As we said, we have received some kicks. Here is one, and we don't mind it a bit. It is a Maryland insurance man, who bought 150 of "Sunset in Mid-Ocean" in the large hanger and mount, and 50 of the same subject in the 10x20 mount. The variation in the amount of the order was due to an over-run. Here is the letter:

"My calendars arrived in fairly good shape about Nov 1st. The lid of the wooden case had, in some manner, been broken and a few of the calendars were damaged. A slight mistake was also made in the printing of the advertisement. But the goods were so beautiful and have been such a pronounced success that we have absolutely no kick coming.

The contract made by the writer with your salesman calls for the sum of \$68.00 due the Company—your bill is for \$72.50. Will you favor me with an explanation, as I desire to settle.

Ask your salesman for this territory to drop me a card a day or two in advance of his visit, as I expect to place an order for my entire line, which is always 1500 or more, with your Company for 1910. I have used calendars for many years but have never had goods to equal yours.

With the compliments of the season and best wishes for the continued success of your firm, I am,

Very truly yours."

While these are only a very few of the complimentary letters we have received, they come from widely different sections of the country and prove conclusively that the Gerlach-Barklow Co. give all they promise and then some.



# NEW METHOD OF DISTRIBUTION

We don't often get letters from a customer telling just how he distributes his calendars, but here is one from an insurance agent in Chicago, who put out a limited number of "The Call" in the 22x32 hanger. His letter shows what a splendid advertisement it is proving for him and is in itself a good argument in favor of calendars for the local insurance agent:

"I have just distributed the calendars ordered from your firm and thought perhaps you would be interested in knowing how much they are appreciated by the parties receiving them. I adopted quite a novel method in distributing the calendars, as I desired to place them with the prominent Banks of this City and I wrote a letter to the Cashier of each Bank, writing as follows:—

'We are issuing a magnificent art calendar for 1909 which is now ready for distribution. Will be pleased to send you one free for your office if desired. These calendars are too expensive for general distribution and are only sent to those who appreciate a fine calendar. By sending your messenger with my personal card, which is enclosed herewith, with a request on the back of same, a calendar will be delivered to bearer. With the Compliments of the Season, I am, Yours truly,'

These letters resulted in responses from many of the leading Banks of the City, among which were the following,—Colonial Trust and Savings Bank, First Trust & Savings Bank, Northern Trust Co., Central Trust Co., First National Bank of Englewood, Mutual Bank of Chicago, Metropolitan Trust & Savings Bank, Merchants Loan & Trust Co., Chicago Savings Bank & Trust Co., American Trust & Savings Bank, Ft. Dearborn National Bank, Hibernian Bank, Oakland National Bank, North Side State Savings

Bank, Hamilton National Bank, etc. To show you how the same is appreciated by these Banks receiving them I quote you the following letter received from the Continental National Bank,—

'We are pleased to acknowledge receipt of your handsome souvenir calendar for 1909, which should prove an excellent advertisement for your concern as the design selected has been reproduced in such rich colors as to insure a prominent place in the office of any one that has been fortunate enough to receive a copy. Thanking you for remembering us and wishing you continued success, we are,

Very truly yours,'

It is a real pleasure for me to advise you of the favor with which your advertising matter is received, and the results I am sure will more than justify the amount expended.

Yours truly,"

## "A Merry Christmas," Size 10x20 Inches De Luxe.

Refer to your sample and you will find that it is printed M-1601. Please change this immediately it should be D-1601.

## Route Cards.

Be sure and send route cards far enough in advance to enable us to reach you at all times. We find that a number of salesmen evidently do not realize the importance of this.

For example. We have some mail and an express package to go to a certain salesman, which we held since yesterday for route card. Late this afternoon (Wednesday) we received route card giving address for Wednesday and Thursday and the result is we will have to still hold up his mail and part of sample line, as express or mail would not reach him Thursday.



# SOME ANSWERS TO INQUIRIES

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Early in the season it is expected that salesmen after going over the line and handbook and samples leisurely will find that it is necessary to write for information on different points, and for the time being we have concluded that it would be a good plan to publish these inquiries, as the chances are that if one salesman is puzzled, that sooner or later, others on the force may be up against the same proposition. We shall not publish the questions as they are asked, but as the different questions are answered we shall make it a point to publish them.

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## **Sale of Post Cards In Single Subjects.**

Mr. Beelman asks, if in selling FS and MS post cards in small quantities as announcements to be used in connection with the distribution of calendars, will salesmen be permitted to sell a single subject? We advised Mr. Beelman that we want every salesman as far as possible to sell post cards in assorted designs, but that if it was necessary to permit customer to use but a single design as an announcement we would accept orders in that way if in connection with a calendar order. In selling post cards regularly and not as a distribution help orders will not be accepted unless the full series is sold.

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## **Advertisements Printed In Black On Green Felt Mounts.**

One salesman writes that he assumes that advertisements on Green Felt mounts will be printed in silver or aluminum, and in this connection we wish to state that in our estimation advertisements on the green felt mounts look best printed in black. However if the customer expresses a desire to have the advertisement printed in aluminum, we shall be glad

to comply with such instructions. All advertisements will be printed in color as shown on samples unless specific instructions are given to the contrary.

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## **Series 32 and 33 Cardboard Calendars with White Background.**

These two series will be made up exactly the same as the mailing card as far as background is concerned. If a customer places a large order, and desires the white background they can be printed specially in that way. Our reason for giving you a few samples with a white background, is that last year we found that some of the larger buyers preferred the plain white background to the tinted background on our envelope size calendar.

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## **Mailing Cards with Monthly Calendar Pads In Small Lots.**

A salesman has asked the question, if we can supply a monthly calendar pad on our mailing cards in quantities less than 3000, and at what price. We have concluded to supply mailing cards in any quantities with a change of calendar pad monthly if desired, without extra charge. If however, blotters or post cards are sold in quantities less than 3000, and the monthly calendar pad is desired printed thereon a charge of 25c for each change would have to be made. For example if you were to sell 1200 FS blotters to be sent out quarterly, this would mean that 300 of the blotters would have Jan., Feb., and Mar. thereon; 300 April, May, June, etc., and there would therefore be three extra changes in the composition for which a charge of 75c would be made.



# ERRORS IN PRICE BOOK

Please refer to page 203 price book, series 32 cardboard, you will find that it states that title leaves are supplied. Kindly make note of the fact that no title leaves will be supplied with this series.

## Reinforced Mailers.

Please refer to page 228, in the columns of prices on different quantities you will note that the first column reads less than 1000, the next column 1000 to 5000, the third column now reads 500 or more, it should read 5000 or more. If you gave the matter a little consideration you, of course, would quickly recognize the fact that this was a mistake, but it would be well to make the change at once, as in making a quotation hurriedly a serious mistake might occur.

## Sample 2606 "Lois" Cardboard Is Wrong Size.

Please refer to sample and price book page 201, and you will find that the size of "Lois" is 12x9 inches whereas the sample you have is 8x14 inches, for the present you can explain this, but shortly we shall send you a sample made in the correct size.

## Violet In New Size, 12x24 Inches

We feel that "Violet" is going to prove very popular and have decided to put this subject up in 12x24 inch mount, the same as "Eleanor" and "A Merry Christmas" in series M-8, make note of this in handbook. Samples will be sent as soon as the plates are received from the engravers.

## Printing Envelopes and Letter Heads for Distribution Plan.

During the past season, many of our salesmen suggested distribution plans to their customers that required the use of letter heads, envelopes, etc. We therefore consider it advisable to make quotations and would suggest that you make notation of these prices in your handbook.

Furnishing stock and printing, 500 or 1000. Minimum.....	\$4.50
Extra thousands .....	4.00
Customer to furnish printed stationery, 1000 or less.....	3.00
Extra thousands .....	1.00
Printing envelopes and furnishing stock, 1000 .....	3.50
500 .....	2.50
Extra thousands .....	2.75
per thousand.	
Addressing envelopes, stamping and mailing, filling in names on typewriter:	
1000 .....	6.00
stamps extra.	

## Certificate of Deposit.

In connection with certificates of deposit method, page 120 handbook, it will be necessary that customer have printed a mock certificate of deposit. If it is desired we can supply the stock and do the printing at the following prices:

Printed one color, 500.....	\$2.50
" " " 1000.....	3.00
" " " Each add'l 1000..	2.75
" two colors, 500.....	4.00
" " " 1000.....	4.50
" " " Each add'l 1000..	4.25



# NEWS FROM THE FIELD

Every salesman who attended the convention took occasion before leaving here to express himself as being delighted with his visit and we are quite sure that there was not a man on the force, even the older calendar salesmen who were not benefitted greatly during the five days session. Following are a few of the letters received from some of the boys, since reaching home.

"Dear Sirs:—

I am indebted to you for one of the pleasantest times of my life. The convention was great, beyond all our expectations and surpasses anything I have ever attended. Having looked over all the samples I brought home, I feel that everyone who carries this line should outclass himself in the coming race for orders. If there is anything in having plenty of enthusiasm and the right goods you certainly have supplied both this time.

Wishing you all a Merry Christmas and a Happy New Year, and a very prosperous 1909, I remain,

Yours truly,  
H. W. CIES.

Gentlemen:—

I want to thank you one and all for your kind and generous treatment shown me while in your city during your convention. I shall never forget my first convention at Joliet, and shall try and show my appreciation by doing my best in securing calendar orders for the G.-B. for 1910.

I remain, yours truly,

E. E. MEYER.

The line looks better and better the oftener I look it over. Hope my customers, also the customers of the other fellow will come to the same conclusion I have, that it is the swellest line from "soup to nuts" that ever was shown,

Yours truly,  
C. M. BEELMAN.

"Dear Sirs:—

Balance of samples received today in splendid shape. I leave here tomorrow night and will be at work early Monday morning. I wish to take this opportunity to again thank

you for the fine treatment at your hands the past year, and the entertainment during the convention,

I want to say right here that we have a magnificent line for the new year, like it better the more I study it, can't find a dead one in the line. If I could get every place first I believe I could run the other fellows out of the business.

Yours very truly,  
ED. WOODMAN."

"Dear Sirs:—

I wish to thank you for the splendid time and the opportunity for absorbing the knowledge gained by attending the convention last week. I am sure that it will be worth many dollars to us both. I am going into the field with a will, and shall do all in my power to make you glad to have placed confidence enough in me to have sent me out. I begin to feel a thrill of confidence in calendar advertising that heretofore has been lacking although I made some sales. In all things I rely on your best judgment, and all I ask is a chance to show what I am made of, in a territory which you think is going to be the most remunerative to me.

Again thanking you for your kind treatment, I am,

Yours truly,  
HARRIE C. PAIGE."

"Dear Sirs:—

Did not give the line much attention when there—was too tired when it was exhibited. Have just finished going through it, and it was a treat. I want to congratulate you—don't believe it would be possible to put together a more magnificent or better balanced line of calendars. The splendid subjects, and the mounts and backgrounds harmonize both in coloring and style, which makes it the best line of the best calendars on earth. After going carefully through the entire line Mrs. Lott and myself agreed that there was something radically wrong with the line, and it is this, they are all "stars." Am more pleased than I can tell you.

Yours truly,  
L. B. LOTT."



In connection with other matters when writing us the other day, Mr. Fadely referred to the convention. His letter in part is as follows:—

“Without a doubt much good has resulted from the convention. The social feature about it was certainly grand, the educational and developing instructions along the line of work could not be surpassed, so well and so perfectly done, could not but place in the hearts of salesmen, the highest esteem and admiration for the G. B. Company.

Yours very truly,

C. W. FADELY.”

Mr Ungerer had occasion to write our Mr. Bilsland the other day, and in his letter he was so enthusiastic about the new line, that Mr. Bilsland referred the letter to the editor, which reads in part as follows:—

I am just getting dizzy with the compliments given our line. I want to tell you that it is simply awful this din of trumpets and drums—lets get down to doing things. Every fellow on our force through me will do things I am sure. Root for me to win one of those pastels, I am going to try for gross sales, and thus get first choice.

A. E. UNGERER.”

